Summary of Survey 1 – Embarcadero Plaza Project (1054 respondents) closed 3/31/2025

Overall Themes

Top Priorities for Renovation:

- The strongest consensus is on creating a world-class, iconic park that represents San Francisco's vibrant culture.
- There's also a strong emphasis on making the space welcoming and accessible to all, and on igniting the downtown recovery and revitalizing the waterfront.

Features That Work Well:

- Where features are seen as working well, responses vary widely.
- Some respondents mention the open space, playground, and the fountain as positive features.
- Skateboarding is also mentioned by a few respondents as a positive feature.

Challenges at the Site:

- Again, there's not a strong consensus.
- Some respondents say there are no challenges, while others cite homelessness.

Desired New Features and Improvements:

- There's a clear desire for more seating and gathering spaces.
- Public art, grassy/open areas, and outdoor dining options are also popular requests.

Additional Thoughts and Feedback:

- Most respondents didn't provide additional feedback.
- Among those who did, there are calls to acknowledge and include the skateboarding scene in the renovation plans.

(Question 8) Themes from the entire survey based on the identified profile of:

Commuter:

Based on Ai analysis of the column related to commuter connections to Embarcadero Plaza, here's a summary of the key themes:

- **Park Features and Amenities:** There's a strong emphasis on the desire for specific park features and amenities. Common requests include "seating and gathering spaces," "outdoor dining options," "grassy/open areas," and "public art." This indicates a desire for a more comfortable, functional, and aesthetically pleasing public space.
- **Activities and Recreation:** The importance of activities and recreation is evident, with mentions of "stage for performances," "group exercise area," "outdoor fitness equipment," "skating," "skateboarding," and even "ice skating rink." This suggests a demand

for a more vibrant and active public space that caters to diverse interests.
- **Concerns about the Current State**: Several challenges with the current site are highlighted. These include concerns about the "fountain," issues related to "homeless" individuals, and general concerns about the park's condition.
- **General Improvement:** There's an overarching theme of wanting general improvements to the park, with frequent use of terms like "area," "space," and a desire to make it a better place for "people."

In summary, commuters express a desire for a revitalized Embarcadero Plaza that offers more amenities, recreational opportunities, and addresses current challenges to create a more welcoming and enjoyable public space.

Local Resident

Based on AI analysis of the column related to local residents' connections to Embarcadero Plaza, here's a summary of the key themes:

- **Skateboarding Culture:** A dominant theme is the importance of skateboarding, with frequent mentions of "skateboarding," "skateboarders," and related terms. There's a strong emphasis on acknowledging its history and preserving spaces for it.
- **Park Features and Improvements:** Local residents express a desire for specific park features and improvements. Common requests include "more grassy/open areas," "seating and gathering spaces," "stage for performances," and "outdoor dining options."
- **Concerns about the Plaza:** Several challenges and concerns about the current state of the plaza are raised. These include issues with "homeless" individuals, "cleanliness," "safety," and a general sense of the plaza being "unwelcoming."
- **Preservation and History:** There's a notable emphasis on preserving the history of the plaza and the importance of not changing it too much. This is often tied to the desire to maintain the plaza's significance for skateboarding.

In summary, local residents are passionate about preserving the plaza's unique character, especially its skateboarding culture, while also advocating for improvements that would make it a more welcoming, functional, and safe space for the community.

Business Community

Here's a summary of the key themes from the perspective of the business community, based on the survey responses:

Top Priorities for Renovation:

- **Downtown Recovery:** A significant focus for the business community is on the park's potential to aid in the recovery of the downtown area.

- **Programming and History:** There's also considerable interest in activating the park with diverse programming and honoring the history of the San Francisco waterfront.

Challenges at the Site:

- **Fountain:** The condition of the fountain is a major concern, with many respondents viewing it as an eyesore.
- **Homelessness:** Issues related to homelessness are also a notable challenge.
- **Design:** Some respondents expressed concerns about the current design of the plaza.

Desired Features and Improvements:

- **Seating, Events, and Dining:** There's a strong desire for more seating and spaces for events and outdoor dining.
- **Dog Park:** A notable number of respondents would like to see a dog park included in the renovation.

Overall, the business community envisions the renovation as an opportunity to revitalize the area, make it more inviting and functional, and address existing issues that detract from its appeal.

Visitor/Tourist

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Visitor/Tourist":

Top Priorities for Renovation

- Creating a welcoming public space with access for all
- Honoring the rich history of the San Francisco waterfront
- Developing a world-class, iconic park representing San Francisco’s vibrant culture

New Features and Improvements

- Public art installations
- Seating and gathering spaces
- More grassy/open areas

Current Features That Work Well

- The fountain

Current Challenges

- None explicitly mentioned

Overall, visitors and tourists prioritize creating an accessible, culturally representative space that honors the waterfront's history. They desire more public art, seating, and open areas.

Recreational User

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Recreational User":

Top Priorities for Renovation

- Honoring the rich history of the San Francisco waterfront
- Creating a welcoming public space with access for all

- Developing a world-class, iconic park representing San Francisco’s vibrant culture

New Features and Improvements

- Public art installations
- Seating and gathering spaces
- More grassy/open areas

Current Features That Work Well

- The fountain

Current Challenges

- None explicitly mentioned

Overall, recreational users prioritize honoring the waterfront's history and creating a welcoming, culturally representative space. They desire more public art, seating, and open areas.

Event Participant

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Event Participant":

Top Priorities for Renovation

- Creating a welcoming public space with access for all
- Developing a world-class, iconic park representing San Francisco’s vibrant culture
- Honoring the rich history of the San Francisco waterfront

New Features and Improvements

- Seating and gathering spaces
- Stage for performances and events
- Public art

Current Features That Work Well

- Vaillancourt Fountain

Current Challenges

- None explicitly mentioned

Overall, event participants prioritize creating a welcoming and culturally vibrant space that honors the waterfront's history. They desire more seating, performance spaces, and public art.

Family & Play

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Family & Play":

Top Priorities for Renovation

- Creating a world-class, iconic park representing San Francisco’s vibrant culture
- Igniting the downtown recovery and revitalizing the heart of the San Francisco waterfront
- Creating a welcoming public space with access for all

New Features and Improvements

- Seating and gathering spaces

- Outdoor dining options
- Public art

Current Features That Work Well

- Playground

Current Challenges

- None explicitly mentioned

Overall, those focused on "Family & Play" prioritize creating a vibrant, welcoming space that contributes to downtown revitalization. They desire more seating, dining options, and public art, with the playground being a valued current feature.

Community Advocate

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Community Advocate":

Top Priorities for Renovation

- Creating a welcoming public space with access for all
- Developing a world-class, iconic park representing San Francisco’s vibrant culture
- Igniting the downtown recovery and revitalizing the heart of the San Francisco waterfront

New Features and Improvements

- Seating and gathering spaces
- Public art
- More grassy/open areas

Current Features That Work Well

- Location

Current Challenges

- The fountain

Overall, community advocates prioritize creating a welcoming and culturally vibrant space that contributes to downtown revitalization. They desire more seating, public art, and open areas.

Urban Design & Preservation Enthusiast

Here's a summary of the key themes from the survey responses, focusing on those who identified as "Urban Design & Preservation Enthusiast":

Top Priorities for Renovation

- Creating a welcoming public space with access for all
- Honoring the rich history of the San Francisco waterfront
- Developing a world-class, iconic park representing San Francisco’s vibrant culture

New Features and Improvements

- Seating and gathering spaces
- Public art
- More grassy/open areas

Current Features That Work Well

- Trees

Current Challenges

- The fountain

Overall, urban design and preservation enthusiasts prioritize creating a welcoming and culturally vibrant space that honors the waterfront's history. They desire more seating, public art, and open areas.